

SHEETROCK

IN WOOD GRAINED FINISHES

TRUE REPRODUCTIONS

OF ACTUAL WOOD ON A
BACKING OF SHEETROCK WALLBOARD

- KNOTTY PINE
- DOUGLAS FIR
- WALNUT
- MATCHED WALNUT
PANELS



INTERIOR COURTESY WATSON & BOALER, INC.

HOW
REALISTICALLY WOOD
IS REPRODUCED IN THE
WOOD GRAINED FINISHES
OF SHEETROCK IS
READILY DETERMINED
BY EXAMINING THIS
PHOTOGRAPH OF
DOUGLAS FIR

WHEN YOU BUILD WITH WOOD... PROTECT WITH GYPSUM

For sound economic reasons most homes are built of wood. Wood is convenient, economical and responsive to the workman's tools. It makes an attractive finish and a durable framework. But it is not fireproof; it needs fire protection to give you the full benefit of its excellent qualities. That is why we say "When you build with wood, PROTECT WITH GYPSUM."

Use wood and use Sheetrock, the Fireproof Gypsum Wallboard, as an interior finish to keep fire from attacking the wood framework. Sheetrock has twice the resistance to fire, twice the length of life, of the average interior finish when exposed to the flame and heat of a building fire.

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REPRODUCTIONS OF ACTUAL WOOD ON A BACKING OF SHEETROCK THE FIREPROOF WALLBOARD

Your dealer in lumber is now offering a new and interesting product that will let you get the wood panel and wainscoting effects you have been wanting. This new product is Sheetrock in Wood Grained finishes. It is not an imitation of wood but a faithful reproduction of carefully selected panels.

This is a distinction that must be understood to appreciate the attractiveness of these Sheetrock finishes. Imitation graining is done with graining tools. It represents no particular piece of wood and reproduces nothing but the individual's own idea of what a piece of wood should look like. On the other hand Sheetrock Wood Grained finishes reproduce in minute detail the color graining, knots, burling—the individuality—of real wood panels.

The original panels used for reproduction by this exclusive process are selected even more carefully than you would select wood paneling for your own home. A Walnut panel, for example, is culled from many to get one with an interesting movement of the grain, enough burling and enough variety to make the rich, pleasing effect one associates with fine Walnut. This panel is then photographed and reproduced on the face of Sheetrock, the Fireproof Wallboard, in the color and pattern of the original panel.

As a protective measure and to aid in the finishing, the panel is given a coat of lacquer as a part of the manufacturing process. This virtually provides you with a predecorated board, for all you have to do to finish the surface is shellac it and apply either wax or varnish. Or if desired, the surface can be left just as it is with no further treatment.

SHEETROCK
WALLS IN
WALNUT WOOD
GRAINED
FINISH



INTERIOR COURTESY WATSON & BOALER, INC.

ALL OF THE ADVANTAGES OF SHEETROCK

These attractive finishes not only afford the appearance of wood but they have all of the advantages of Sheetrock because the background for these finishes is Sheetrock.

DOES NOT WARP OR BUCKLE

Sheetrock is less affected by moisture and temperature changes than almost any other type of unit finish. It was largely on the basis of tests made on Sheetrock, involving unusual outside exposure, that gypsum wallboard was settled upon as the principal interior and exterior finish for the buildings of A Century of Progress in Chicago. This advantage is important in Wood Grained finishes. It means that panels do not pull out from under mouldings, exposing unvarnished portions, that panels maintain the straight, even surface which they have when first erected.

READILY CUT AND NAILED

Sheetrock in Wood Grained finishes may be cut with a saw, sawing against the finished surface, or it may be scored and broken. In spite of its toughness and strength—a bracing strength by actual test equal to standard wood sheathing—it can be readily scored with a sharp knife and then broken against a straight edge to produce a neat, clean edge. This method is practical for most cuts; it is in common use by good carpenters.

Sheetrock nails without splitting; there is no grain in the core; this permits driving nails, where necessary, close to the edge. Sheetrock takes nails readily and holds them securely.

WALLBOARD SIZES

Sheetrock in Wood Grained finishes is made in standard wallboard sizes, four feet wide and six, seven, eight, nine and ten feet long. These sizes are convenient for ceiling-high paneling or they can be cut into wainscoting of almost any height without waste. Matched Walnut in 8- and 9-foot lengths only.

FIREPROOF

The fireproof quality of Sheetrock is such an outstanding advantage that every home owner interested in remodeling or improving his home should be acquainted with it. It is an advantage that costs nothing, because Sheetrock both in the plain surface and in Wood Grained finishes compares favorably in price with other materials, but it can be worth more than its total cost in property saved.

Sheetrock has a core of gypsum—a mineral that will not burn or even permit high temperatures to pass through it until its crystalline rock structure has been broken down and destroyed. This is a slow process requiring intense heat. It is so slow that Sheetrock resists fire in a manner both surprising and pleasing to those who use it. How effective it is you may determine from putting Sheetrock in front of the intense heat of a plumber's blow torch.

CAN BE WAXED OR VARNISHED

Panels of Sheetrock with Wood Grained finishes are given one coat of lacquer during manufacture to preserve the surface and bring out the wood pattern and coloring. The result is a durable surface that needs no further treatment. For redecoration, either wax or varnish may be applied as the final finish by first applying a coat of white shellac and allowing it to dry.

AN ECONOMICAL PANELING

The cost of Sheetrock in Wood Grained finishes on a completed basis compares favorably with other wallboard jobs on a completed ready-to-use basis. For the home owner, or for the owner of a shop, store, office, restaurant or similar building this opens a new avenue to low cost wall construction finished like wood. It offers the beauty of wood and protection of Sheetrock at wallboard cost.

FOUR ATTRACTIVE WOOD FINISHES

Sheetrock is available in four standard Wood Grained finishes ranging from dark to light to give the owner a selection best suited to the kind of interior and the kind of decorative treatment he will use.

WALNUT

One of the most popular of Wood Grained finishes is the reproduction of Walnut (shown on page 9 of this book). This finish is especially useful for interiors that use a dark background.

KNOTTY PINE

Made to reproduce Knotty Pine paneling constructed of 12-inch-width Knotty Pine boards. Has the typical light color of pine, the knots and even the marking of the dividing lines between boards.

DOUGLAS FIR

A reproduction of Douglas Fir paneling made from a specially selected panel free from plugs, knots, and similar imperfections. It has the interesting pattern characteristic of this wood.

MATCHED WALNUT PANELS

What the name implies, matched panels, each reproduced the same as the last so that they may be used in formal arrangement with the matching grain and the same pattern from top to bottom.

SHEETROCK
WALLS OF
KNOTTY PINE—
LIGHT,
ATTRACTIVE,
REALISTIC



EXCELLENT FOR HOME REMODELING

Almost any situation in home construction or remodeling that calls for paneling with a wood finish can be met in a very practical way with the Wood Grained finishes of Sheetrock. So often the question of the basement comes up—how to make better use of it, how to divide or partition it, how to finish walls and overcome the usual basement conditions.

Sheetrock in any one of the finishes mentioned on the preceding page makes an excellent basement remodeling material. Dampness and warping are not uncommon basement problems, making Sheetrock especially desirable. If there is plenty of light in the basement Walnut makes an excellent finish. If a lighter finish is wanted either Douglas Fir or Knotty Pine provides ample light reflection. Sometimes a combination is used, Walnut for wainscoting with one of the lighter finishes above.

Library, dens, hallways, etc. lend themselves well to the use of Sheetrock in Wood Grained finishes. In bungalow type houses especially, there is often opportunity to make use of attic space to get additional room at low cost. Any one of the four finishes may be used. Often they are used in combination with Sheetrock in a plain ivory finish, the latter decorated with paint or paper to get the desired effect.



INTERIORS ABOVE AND BELOW COURTESY WATSON & BOALER, INC.

THREE
CHARMING
SHEETROCK
INTERIORS—
DOUGLAS FIR,
KNOTTY PINE,
WALNUT

The living room above at the left is finished in Douglas Fir, the Sheetrock finish reproduced half size on the right-hand page. No finish was used on the board other than the natural lacquer finish that was put on it at the factory.

The Knotty Pine finish of Sheetrock proved especially useful (above) in this home studio. Note how practical this finish is, how naturally it harmonizes with knotty pine trim. It is difficult to tell which is Sheetrock and which is wood.



The Wood Grained finishes of Sheetrock can be used equally well with conventional and modern interiors. The Walnut finish in the library at the left makes an excellent background for a modern interior treatment.

DOUGLAS FIR

— ACTUAL
REPRODUCTION
ONE HALF SIZE OF SHEETROCK
IN DOUGLAS FIR
FINISH

FOUR-COLOR REPRODUCTION MADE BY PHOTOGRAPHING AN ACTUAL PIECE OF SHEETROCK SIXTEEN BY TWENTY-ONE INCHES

WALNUT

ACTUAL
REPRODUCTION
ONE HALF SIZE OF SHEETROCK
IN WALNUT
FINISH

WALNUT HAS A RANDOM FINISH, UNSYMMETRICAL IN THE PIECE AND VARYING FROM ONE PIECE TO ANOTHER—A POPULAR SHEETROCK FINISH

MATCHED WALNUT

ACTUAL
REPRODUCTION
ONE HALF SIZE OF
MATCHED WALNUT PANELS
OF SHEETROCK

MATCHED WALNUT IS MADE WITH THE SAME FINISH, SAME GRAINING, ON EACH PIECE — EACH IDENTICAL WITH EVERY OTHER

FOR CLUBS, HOTELS AND RESTAURANTS

The illustrations on this page and the preceding color panels reproduced from actual Sheetrock panels suggest how practical Wood Grained finishes are for interiors of this type. There is a richness in these finishes especially desirable in the lobbies, lounges, and dining rooms of clubs and hotels. The effect of wood paneling is well suited both to conventional interiors and those that go all the way "modern".

Wood Grained finishes are especially well suited to restaurant needs—both in restaurants that have careful architectural planning and in those that must be hurriedly constructed by remodeling and relining old structures. In so many cases it is necessary for the owner to fix up an old interior with a minimum of remodeling and give it an attractive appearance by refinishing walls and installing new furniture and equipment. Because there is seldom much opportunity to revise the layout, Sheetrock Wood Grained finishes are especially useful in overcoming the monotony of straight unbroken walls and in constructing suitable backgrounds for built-in tables and booths.



Callagher's in New York. Note that the Knotty Pine finish of Sheetrock has been used almost to the exclusion of everything else in this interior. Walls, ceilings, doors, mouldings, beams and pilasters were made of Sheetrock or finished with Sheetrock.

Good modern interiors are readily constructed with Sheetrock. In this hotel lobby (lower left) Sheetrock in the Walnut finish with bright metal mouldings creates a pleasing effect.

Much of the atmosphere of this cosy corner is created by the Sheetrock finish applied in four-foot widths—note absence of panel strips.

THE
RICHNESS OF
WOOD WITH
THE
ECONOMY OF
SHEETROCK



SHOPS, OFFICES AND DISPLAY ROOMS

In planning a shop or display room you will find the combination of a rich wood-like finish and low-cost construction are features of the Wood Grained finishes of Sheetrock that are unusually helpful.

The Walnut finish, for example, not only furnishes the means of building interiors that the customer does not distinguish from wood, but it provides a type of finish that requires very little care or maintenance. This is illustrated by a fire in the Robinson Candy Shop in Park Ridge, Illinois, where most of the first floor was destroyed, dropping a large soda fountain and fixtures into the basement. In spite of the severity of the fire, which necessitated removal of shelving, most of the Sheetrock walls retained their Walnut finish in such excellent condition that they were refinished and retained as a part of the interior finish when the shop was rebuilt and refurnished.

Wood Grained finishes are useful in planning show window backgrounds, in finishing display rooms, reception rooms, offices and in separating and building attractive offices in warehouses, factories, etc.



WALNUT
IS A
POPULAR
FINISH FOR
OFFICE
INTERIORS

FOR TAVERNS, ROAD HOUSES AND WAYSIDE STANDS

The fact that Sheetrock in Wood Grained finishes produces the effect of wood as inexpensively as it does, makes any of the four finishes an excellent material for lining road-side stands, taverns, road houses and similar structures that need to present themselves in an attractive finish.

Severe fires and loss of lives in this kind of building point out the need for a fireproof finish, as well as an attractive finish. Inflammable drapes and decorations often create extra hazards that should be compensated for in so far as possible by the use of fireproof materials. Sheetrock has a very great protective value in such cases. It will not burn and it typically resists building fire temperatures at their peak of approximately 1700 degrees F. about twice as long as the average wall and ceiling finish.

Sheetrock in Wood Grained finishes is structurally the same board that has given an excellent account of itself in fire after fire over a period of nearly twenty years. There are several billions of feet of Sheetrock now in use in millions of structures. And with the fire loss in this country running at the rate of a home or shop, store or restaurant burning every few minutes, Sheetrock is continually demonstrating its ability to stand up in the face of fire. In Wood Grained finishes, this combination of Sheetrock resistance to fire and the attractiveness of wood is offered for the first time.

In taverns the dark finish of Walnut or Matched Walnut panels can be used to advantage as an interior finish behind and near counters and bars and fixtures made of the darker woods. In dining rooms the light-reflecting surface of Knotty Pine and Douglas Fir can be used to good advantage.

KNOTTY
PINE MAKES
LIGHT
ATTRACTIVE
INTERIORS



APPLICATION AND FINISHING

Application of Sheetrock paneling in Wood Grained finishes follows standard construction methods. Sheets are nailed to wood supports, studs, furring or joists, and mouldings and trim are applied to give the result wanted. In many cases strips or pieces of Sheetrock are used as a part of the trim, as parts of a moulding or cornice, sides and soffits of beams, stair risers, door panels, etc.

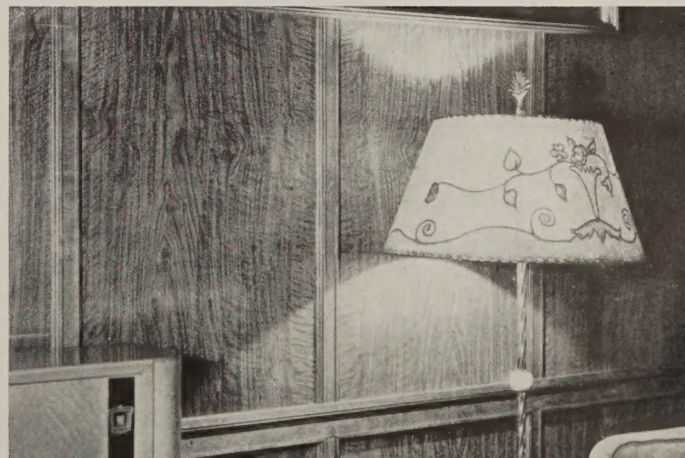
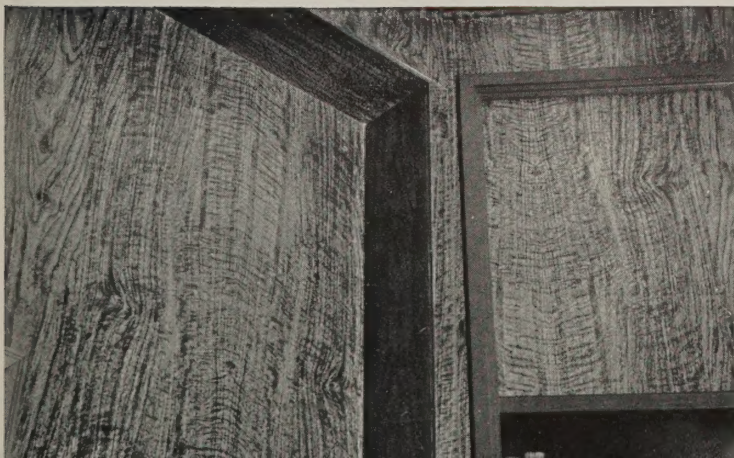
SIZES—Sheetrock in Wood Grained finishes is made in standard wallboard sizes, 48 inches wide and in lengths from 6 to 10 feet. Matched Walnut in 8- and 9-foot lengths only. These sizes fit standard framing and permit cutting of board either for wainscoting or ceiling-high panels without waste.

FRAMING AND NAILING—The Wood Grained finishes of Sheetrock should be applied over standard wood framework set straight and true and spaced 16 inches on centers. All joints should be supported by framework or headers. Butt square folded edges tightly. Cut by scoring and breaking. For intermediate nailing use 4-penny finishing nails driven at an angle. On edges to be covered by panel strips, nail with 3-penny common nails or 3-penny fine, cement coated nails. On edges not covered by panel strips, nail with 4-penny finishing nails driven at an angle. Drive nails flush; do not set heads.

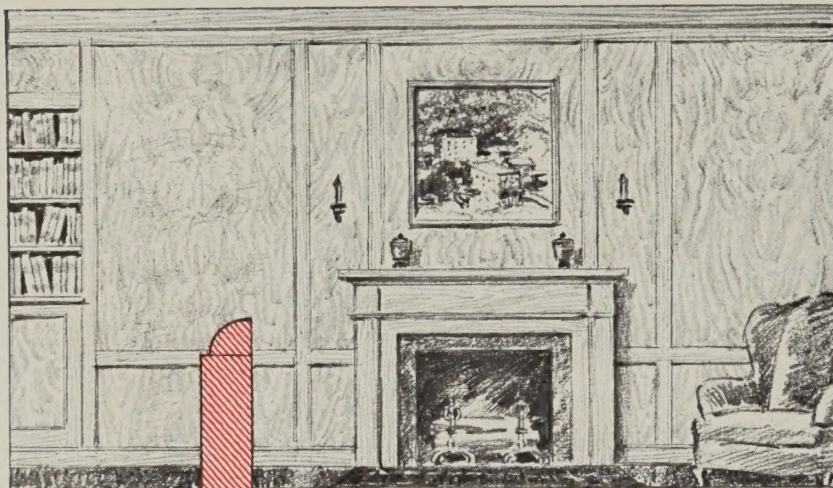
FINISHING—Nail heads may be concealed with linseed oil putty, mixed with stain to match the surface. If the hole or depression is large, a second application should be made. Stick shellac of the proper color also may be used. Apply with a hot putty knife, removing any excess from the holes. Do not sandpaper. Do not use fillers and stains such as plastic wood, lacquer or lacquer solvents.

One coat of lacquer has already been applied to the Wood Grained finish when you get it. If refinishing is later desired, apply a coat of white shellac. When this is dry either varnish, lacquer or wax may be applied as the final treatment.

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UNITED STATES GYPSUM COMPANY



SUGGESTIONS FOR USING SHEETROCK IN WOOD

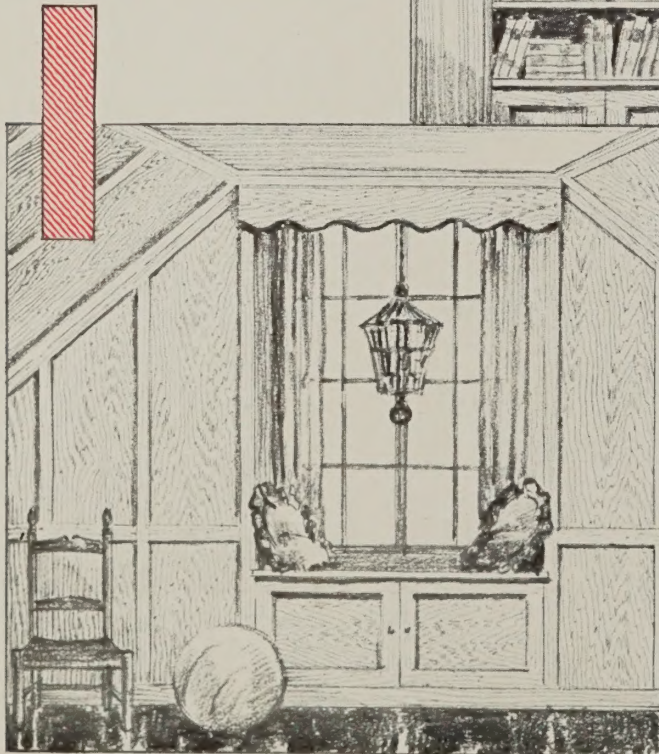


The small inset in each sketch on these two pages shows a section of the moulding used to get the particular effect. Note the simplicity of these mouldings. They are stocked in every lumber yard.

LEFT—Suggestion for Walnut paneling using the full four-foot width as a single panel to take full advantage of the attractiveness of this finish. Panel strips are stained to the same color as the panel.

BELOW—In this interior finished with Knotty Pine paneling a half round moulding divides four-foot panels into individual boards of 12-inch width. The result is Knotty Pine paneling appearing as 12-inch pine boards.

BELOW—The illustration below shows how the room of typical attic conformation can be made attractive and home-like by finishing it with Sheetrock in the Douglas Fir finish. Note how simple the construction is.



RIGHT—This sketch suggests the richer type of finish that may be obtained by using Matched Walnut panels. In Matched Walnut, panels are exactly alike, as you would expect to find facing pieces or panels taken from the same log.

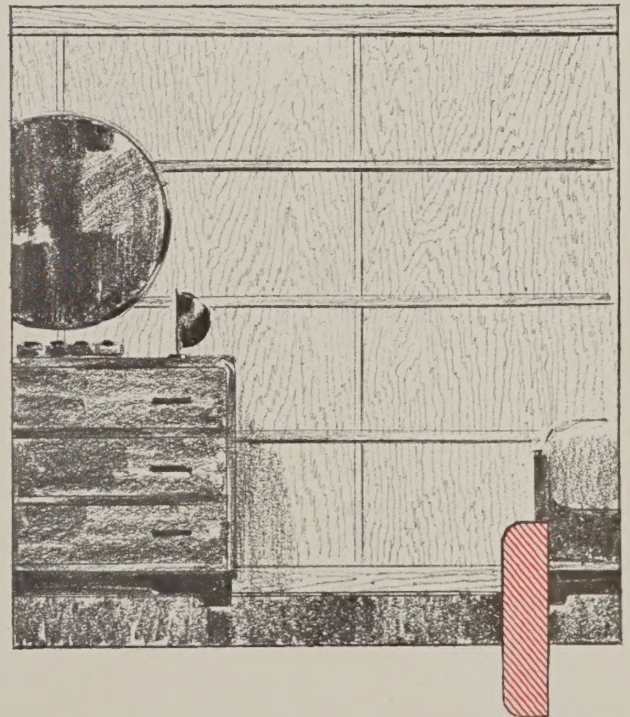
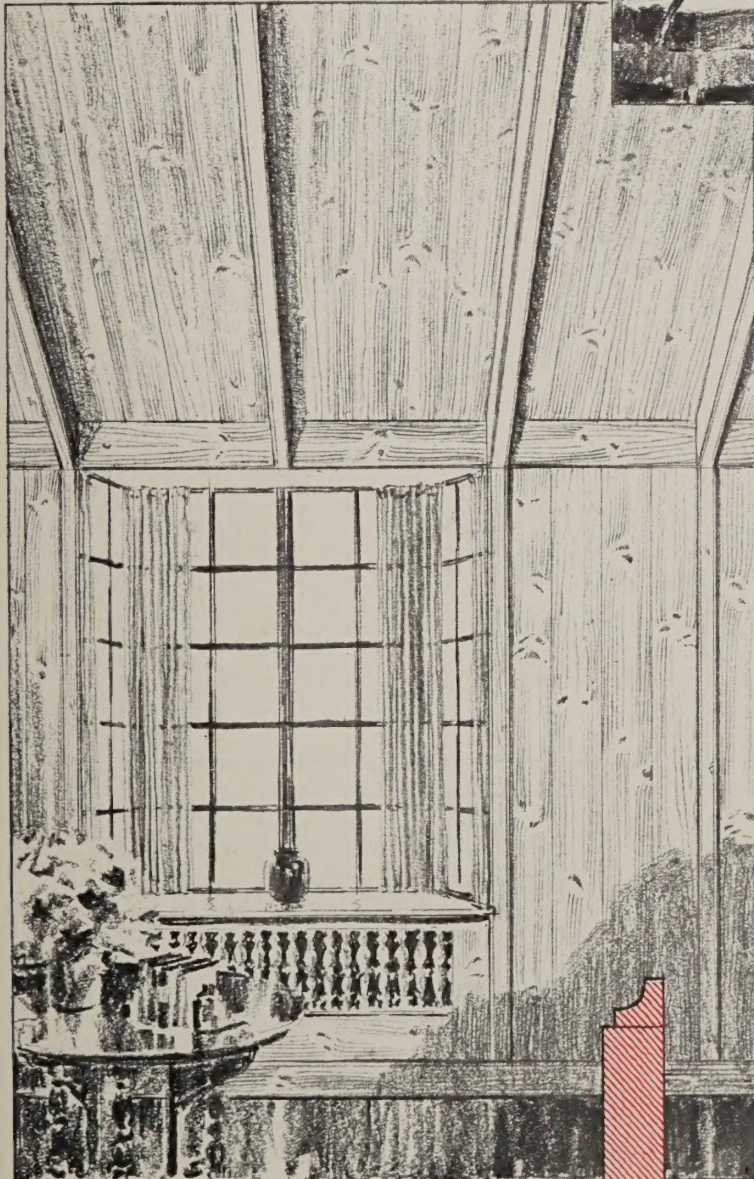
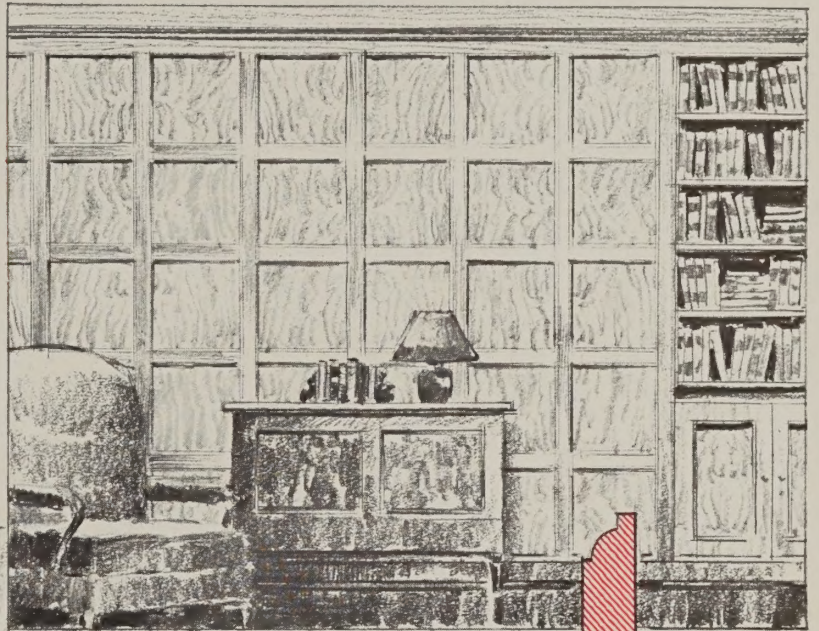


GRAINED FINISHES WITH STOCK MOULDINGS

In looking for suggestions as to how to use Sheetrock in Wood Grained finishes study these pencil sketches. Each shows simple yet attractive construction easily obtained without special materials.

RIGHT—This conventional paneling works out well with the Walnut finish of Sheetrock. Wherever possible it is best to make panel spacing the same as stud spacing, or a multiple of the stud spacing, to facilitate nailing of mouldings.

BELOW—In this interior, Knotty Pine is used on walls and ceiling, with the width of panels equal to the full four-foot width of the Sheetrock boards. This makes a light cheerful interior.



ABOVE—Douglas Fir, the newest of the Sheetrock finishes, can be used successfully with modern furniture. Note the horizontal mouldings with vertical moulding used only at the joints between boards. Horizontal mouldings are nailed to studs spaced 16 inches on centers.

A simple and attractive use of ceiling-high panels.

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